

**Amendments to the Claims:**

Following is a complete listing of the claims pending in the application, as amended:

1. - 8. (canceled)

9. (Previously Presented) A computer-implemented method for generating a slide presentation for a presentation target, comprising:

creating at least one presentation definition template having a plurality of component definitions, at least one component definition having an information bookmark;

providing a mapping between the information bookmark and opportunity-specific data; and

in response to a command to generate a slide presentation for a presentation target, automatically replacing the information bookmark with its mapped opportunity-specific data.

10. (Previously Presented) The method of claim 9, wherein the presentation target is a potential customer of a sales organization, and wherein the opportunity-specific data relates to potential sales opportunities between the sales organization and the potential customer.

11. (Previously Presented) The method of claim 9 further comprising associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

12. (Previously Presented) The method of claim 9 further comprising;  
associating a query condition with each component definition, the query condition determines whether the component definition is included in a slide presentation; and  
determining which of the plurality of component definitions to include in the slide presentation based on the query condition.

13. (Previously Presented) The method of claim 12, wherein the query condition is a predefined threshold.

14. (Previously Presented) One or more computer memories collectively containing a data structure for a slide presentation, comprising:

a presentation definition template having a plurality of component definitions, at least one component definition having an information bookmark; and

a mapping of the information bookmark to an item of data,

such that the presentation definition template may be used to generate a slide presentation for a presentation target by automatically replacing the information bookmark with its mapped item of data.

15. (Previously Presented) The computer memories of claim 14, wherein the data structure further contains an association of a query condition with each component definition, the query condition determining whether the component definition is included in a slide presentation.

16. (Previously Presented) The computer memories of claim 14, wherein the item of data is an opportunity-specific data.

17. (Previously Presented) A system for generating a slide presentation for a presentation target, comprising:

a means for creating at least one presentation definition template having at least one information bookmark;

a means for providing a mapping between the information bookmark and an item of data; and

a means for automatically replacing the information bookmark with its mapped item of data in response to a command to generate a slide presentation for a presentation target.

18. (Previously Presented) The system of claim 17, wherein the presentation target is a potential customer of a sales organization, and wherein the data relates to potential sales opportunities between the sales organization and the potential customer.

19. (Previously Presented) The system of claim 17 further comprising a means for associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

20. (Previously Presented) The system of claim 17, wherein the item of data is an opportunity-specific data.

21. (Previously Presented) The system of claim 17 further comprising;  
a means for associating a query condition with each component definition, the query condition determines whether the component definition is included in the slide presentation; and  
a means for determining which of the plurality of component definitions to include in the slide presentation based on the query condition.

22. (Previously Presented) The system of claim 21, wherein the query condition is a predefined threshold.